

Message Text

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53

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
----- 049072

R 221055Z APR 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC PRIORITY 2467

USDOC WASHDC PRIORITY

INFO AMCONSUL ZURICH

UNCLAS BERN 1713

STATE FOR EB/ROBERT DAY

COMMERCE FOR BIC/OIM - ROGER TURNER

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: FY 77 COUNTRY COMMERCIAL PROGRAM - SWITZERLAND

REF: (A) TURNER/KELLY LETTER, MARCH 23, (B) STATE 96831

1. REF. B JUST RECEIVED. FOLLOWING MESSAGE BASED ON FY77 CCP WORKING DRAFT TRANSMITTED BY TURNER/KELLY LETTER. EMBASSY CONCURS DRAFT WITH FOLLOWING EXCEPTIONS, PLUS NUMEROUS MINOR EDITORIAL AND OTHER QUESTIONS WHICH CAN BE RESOLVED DURING VISIT TO BERN OF WASHINGTON CAG REPRESENTATIVES.

2. SEVERAL ACTIONS STIPULATE PLANT VISITS, WORKING LUNCHEONS, ETC., AS MEANS OF DEVELOPING MARKET INFORMATION AND TRADE OPPORTUNITIES. WE RECOMMEND AMENDING SUCH ENTRIES TO MAKE CLEAR OBJECTIVZ TO BE ACCOMPLISHED, LEAVING MEANS TO JUDGEMENT OF POSTS. WE PREFER AS A GENERAL RULE TO LEAVE METHOD OF CONTACT TO DISCRETION OF POSTS; IN CARRYING OUT SEVERAL TASKS IN FY 77 CCP WE WOULD NORMALLY EMPLOY A VARIETY OF APPROACHES, DEPENDING ON PERSON, FIRM, OR INDUSTRY INVOLVED, AND UPON WORK LOAD AT THE TIME AND OTHER UNPREDICTABLE FACTORS. WE SEE NO UTILITY IN COMMITTING POSTS IN ADVANCE WITH RESPECT TO SUCH TACTICAL DETAILS.

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3. PLACING OF THEMATIC ARTICLES DEPENDS UPON RECEPTIVITY

OF PUBLICATIONS. WE PREFER DESCRIBE ACTIONS AS "ATTEMPTING TO PLACE".

4. SINCE PROCUREMENT DECISIONS BY GLOBUS FOR ISP WILL BE MADE BY FIRM ON BASIS ITS OWN EXPERIENCE AND INVESTIGATION OF US MARKET, POSSIBLY WITH HELP OF COMMERCE (FIRM HAS NOT YET ACCEPTED OUR OFFER OF FACTILITATIVE ASSISTANCE ON BUYING TRIP), AND WILL IN ANY CASE BE MADE BEFORE END OF FY 76, MARKET STUDY FOR THIS ISP APPEARS UNNECESSARY. WE PREFER TO DELETE AND UTILIZE RESOURCES MORE EFFECTIVELY ELSEWHERE.

5. POSTS HAVE NO VIDEO TAPE EQUIPMENT. WE PREFER TO AGREE TO DEVELOPE ADDITIONAL CONTACTS AND TOS (CAMP. 5, ACTION 8), LEAVING MEANS TO POSTS' DISCRETION.

6. WE PLAN DEVOTE SIGNIFICANT RESOURCES PROMOTING INCENTIVE TRAVEL (CAMP. 7), INCLUDING ONE OR MORE SEMINARS, BUT WE QUESTION APPROPRIATENESS PARALLEL CALL CAMPAIGN IN SUPPORT THIS OBJECTIVE. ACTION 12 SHOULD BE COMBINED WITH ACTION 7, AND MODIFIED TO REQUIRE INCLUSION OF INCENTIVE TRAVEL PROMOTION AS ONE ELEMENT OF MULTI-PURPOSE CONTACTS WITH KEY FIRMS, RATHER THAN SEPARATE CALLS SOLELY IN SUPPORT OF INCENTIVE TRAVEL.

7. ADDITIONAL NON-CAMPAIGN INITIATIVE. IN AN EFFORT MORE CLEARLY TO DEFINE POTENTIAL FOR SALES OF US HEATING AND AIR-CONDITIONING EQUIPMENT IN SWITZERLAND, CONGEN ZURICH PROPOSES TO CONDUCT A PRELIMINARY ANALYSIS AND, IF WARRANTED, SUBMIT MARKET STUDY ON SUBJECT. NCI WOULD INVOLVE DEVELOPING ADDITIONAL CONTACTS IN INDUSTRY AND SUBMITTING SEVERAL TOS.

8. WE PLAN CONTINUE ORGANIZE AS MANY FBP TRIPS, TO EXTENT OUR RESOURCES PERMIT, AS ARE VIABLE IN THIS MARKET, AND TO SUPPORT ALL APPROPRIATE USTC EVENTS. FOLLOWING ITEMS SHOULD BE DELETED FROM CCP, HOWEVER, FOR REASONS GIVEN:
(A) CAMP. 2, ACTION 1. TIME WOULD NOT PERMIT ORGANIZING NOVEMBER FBP TRIP DURING FY 77. SUGGEST CONVERTING THIS ACTION TO CALL FOR ATTEMPT ORGANIZE TRIP TO THE FY 78 EVENT.
(B) CAMP. 4, ACTION 1. ELECTRO 77 NOT REALLY APPROPRIATE EVENT THIS CAMPAIGN, AND IN ANY EVENT IS NOT WELL-
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REGARDED LOCALLY.

(C) CAMP. 4, ACTION 2. ELECTRONIC COMPONENTS SHOW AT LTC NOT REALLY APPROPRIATE THIS CAMPAIGN.

(D) CAMP. 5, ACTION 1. PRELIMINARY CHECK INDICATES TRIP TO ANESTHESIOLOGY SHOW WOULD BE DIFFICULT OR IMPOSSIBLE ORGANIZE HERE.

9. TABLE II (A). PRODUCTION ESTIMATES SHOULD BE REDUCED TO

FIGURES NOT EXCEEDING FOLLOWING: TOS - 300; WTDRS - 250,
FTI - 100.
DAVIS

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